

DPC Increased Retention in an Industry Rifled by Turnover



In this case study, we review a home health organization that needed to satisfy the ACA Mandate but wanted to provide their employees with a robust and meaningful benefit instead of a compliance play.

About the Client

Home Health organization in South Texas with nearly 200 eligible staff members

The Challenge: ACA Compliance, Employee Satisfaction, and Retention

Like most in the industry, a small home healthcare provider in South Texas operated on razor-thin margins while trying to attract and retain quality workers. Wages and benefits are the determining factors for home health aides when it comes to choosing an employer, so this organization wanted a benefits package that not only satisfied the ACA Employer Mandate but provided valuable healthcare to employees and their families.

The Solution

The Client's broker introduced them to a Minimum Essential Coverage (MEC) plan that included Healthcare2U's Direct Primary Care (DPC) membership. The Client was relieved to find a cost-conscious healthcare option that limited their claims liability and kept them compliant with current ACA regulations. The MEC with DPC plan provided "Meaningful Essential Coverage" by combining the MEC's 72 preventative services with Healthcare2U's DPC.

The Results

Since implementation in 2016, the Client has enjoyed simple and organized enrollments, leading to more employees electing to participate in the plan. Historically, Minimum Essential Coverage (MEC) plans experience a 10 to 20% enrollment rate, but with Healthcare2U, the Client has an enrollment rate of more than 70% annually and has experienced high employee retention since its introduction.

Summary of Savings

- When looking at the numbers, it is essential to note that the current employee utilization rate is more than 80%, with 167 visits within last year's annual period.
- Of these 167 visits, only 13 of them would have initially been covered through a basic MEC as a preventative service. This process saved the Client nearly \$5,000 this annual period.
- Over a year, Healthcare2U saved the Client's employees more than \$25,000 in out-of-pocket expenses.
- With this membership, the Client could afford an ACA-compliant plan while creating a personalized solution to the high turnover rate they were experiencing.

80%

MORE THAN 80% OF THE CLIENT'S POPULATION UTILIZED HEALTHCARE2U'S UNLIMITED SERVICES.

167

VISITS WERE UTILIZED WITHIN THE ANNUAL PERIOD

\$5k

DPC DEFERRED 13 PREVENTATIVE VISITS FROM THE ORGANIZATION'S CLAIMS RESERVE, SAVING \$5,000

\$25k

IN ONE YEAR HEALTHCARE2U SAVED EMPLOYEES \$25,000 IN OUT-OF-POCKET EXPENSES

70%

THE CLIENT NOW EXPERIENCES AN ENROLLMENT RATE OF 70% ANNUALLY